

The Retail and Shopper Specialists

We are the Retail and Shopper Specialists

We help you sell more effectively
and profitably

How we do it

We connect a world class set of retail
and shopper assets with pragmatic,
solution-orientated people to grow
client businesses

Our Global Network

We operate in more than 50 countries
from our network of offices

North America

Bentonville
Boston
Chicago
Columbus
Oshkosh
Wilton

Asia Pacific

Beijing
Delhi
Guangzhou
Shanghai
Singapore
Sydney
Tokyo

Latin America

Buenos Aires
Mexico City
São Paulo

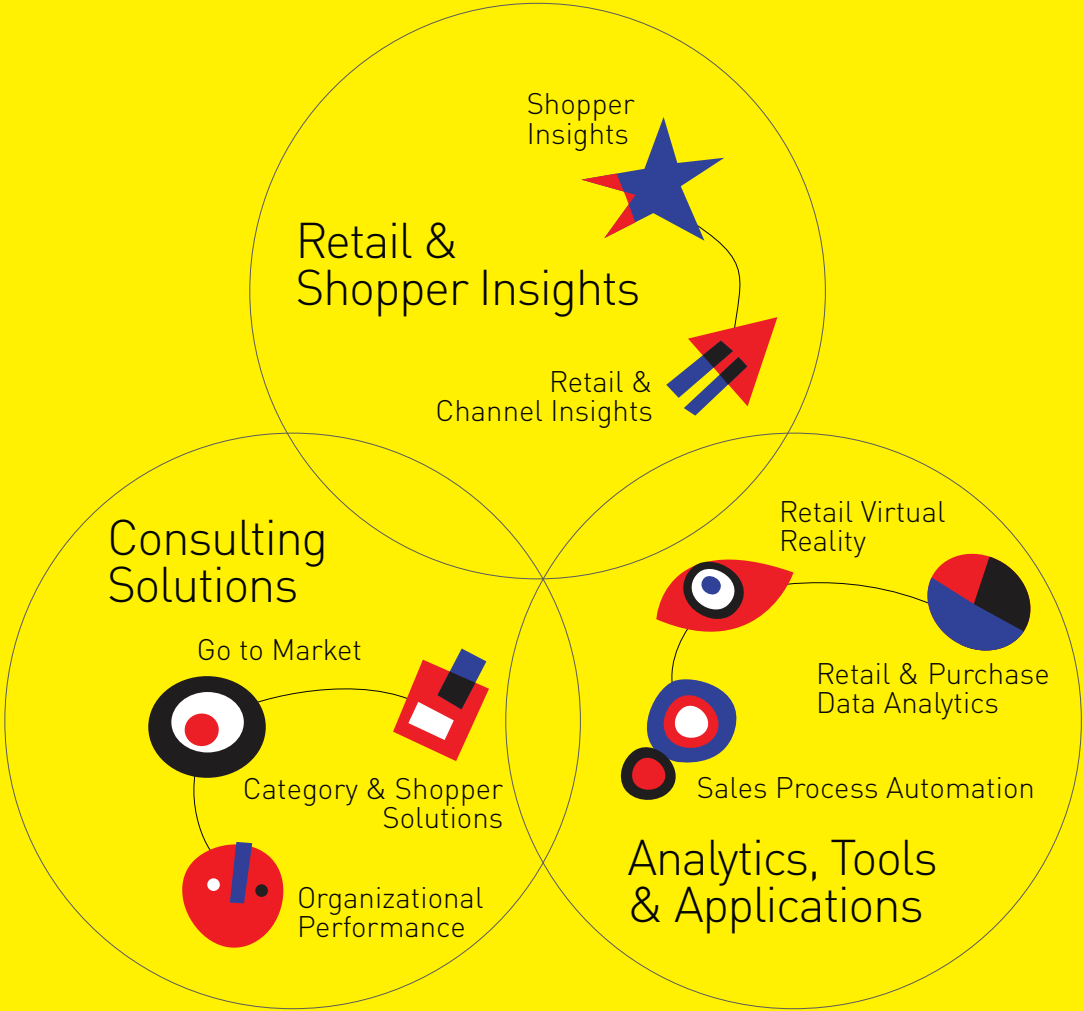
Africa and Middle East

Dubai
Johannesburg

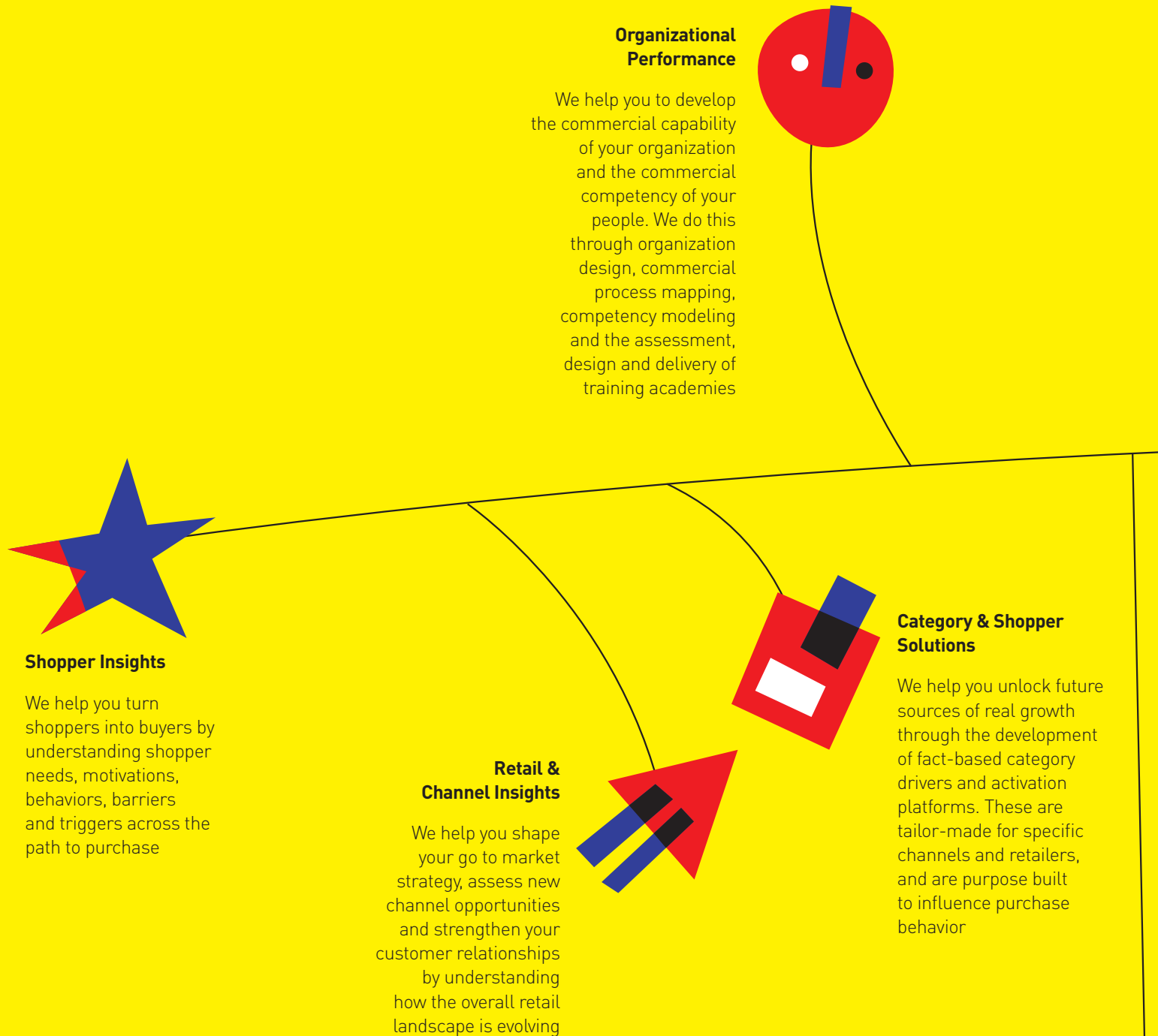
Europe

Bologna
London
Madrid
Milan
Moscow
Paris

Our Three Specialist Capability Areas



Our Core Capabilities





Go to Market

We help you to improve your performance with retailers through better business planning and alignment of brand with retailer and shopper objectives and by choosing which channels to compete in, how best to access them and how to win within them

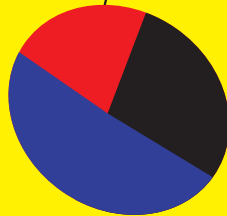
Retail Virtual Reality

We help you to create virtual retail environments and product content for virtual merchandising, store design, category management, retail execution and shopper research so you can make better, faster retail decisions



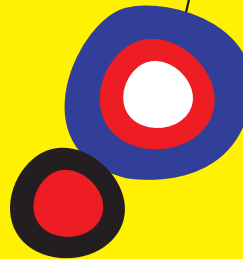
Retail & Purchase Data Analytics

We help you to apply best in class analytical tools and consulting services to create winning strategies in-store and on-line across assortment, merchandising, promotions and price



Sales Process Automation

We help you to harness the power of advanced analytics to transform insights into powerful sales strategies while effectively driving critical sales processes. We do this through sales planning, trade promotion management and optimization, retail execution and advanced pricing



For further information visit
www.kantarretail.com